

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

DEC 26 2005  
PATENT APPLICATION

ATTORNEY DOCKET NO. 10008156-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Cherry et al.

Confirmation No.: 2901

Application No.: 09/872,668

Examiner: Y. Retta

Filing Date: June 1, 2001

Group Art Unit: 3622

Title: CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment (X) Petition to extend time to respond  
(X) New fee as calculated below ( ) Supplemental Declaration  
( ) No additional fee  
( ) Other: \_\_\_\_\_ (fee \$ \_\_\_\_\_)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	14	MINUS	20	= 0	X \$50	\$ 0
INDEP. CLAIMS	4	MINUS	4	= 0	X \$200	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 120
	X					
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 120

Charge \$ 120 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

(X) I hereby certify that this paper is being transmitted  
to the Patent and Trademark Office facsimile  
number (571) 273-8300 on Dec. 26, 2005  
Number of pages: 13

Typed Name: Edmond A. DeFrank

Signature: 

Cherry et al.

By 

Edmond A. DeFrank

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Date: Dec. 26, 2005

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